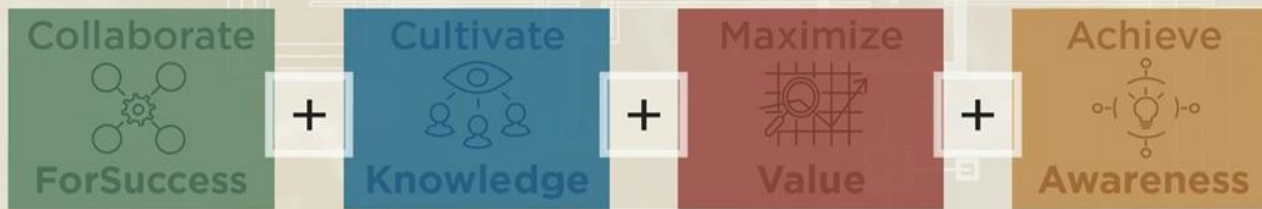


June 18-20, 2019 | Tacoma, WA



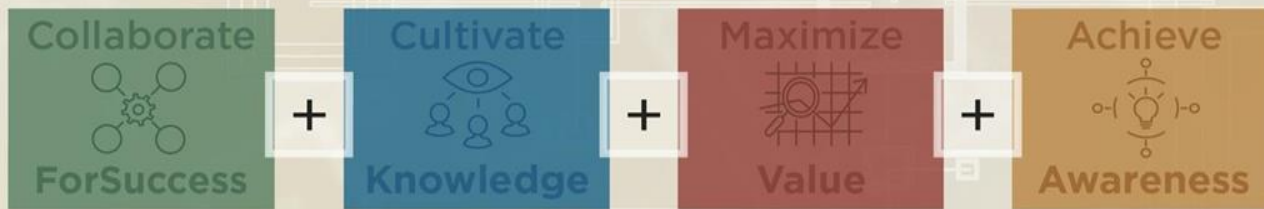
Supplier Success Strategies

Zachary Lerner, Supplier Relationship
Management Specialist for the Professional
Services Category

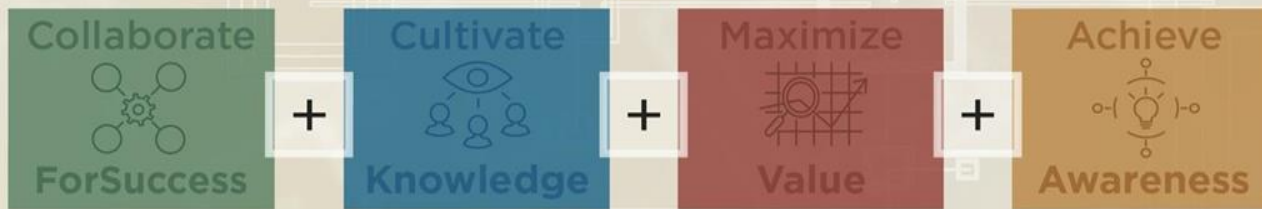


Presentation Structure

- Introduction
 - Category Management Overview
- Supplier Success Strategies
 - Prep
 - Supplier Profile
 - A review of the tools and dashboards
 - A demonstration
 - Return to the Supplier Profile
- What is Next



Category Management Overview



Category Management and Suppliers

Download the Supplier Success Strategies for the PSC One-Pager

➤ Goals

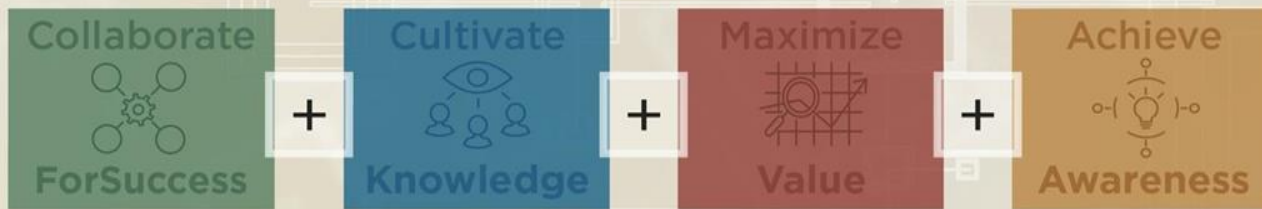
- Deliver savings, value and efficiency
- Eliminate contract redundancies
- Meet government small business goals

➤ Tiers of spend, including best-in-class

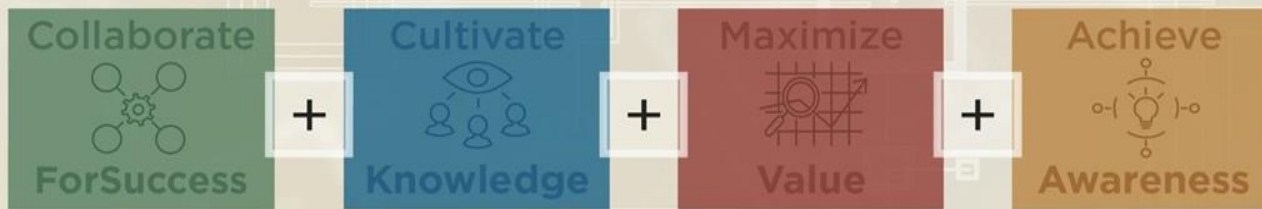
- Prices paid information's role

➤ Success metrics

[Supplier Marketing Initiative One-Pager](#)

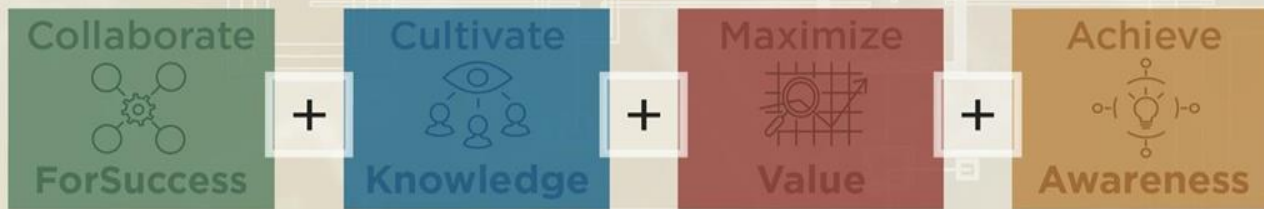


Supplier Success Strategies



The means to supplier success

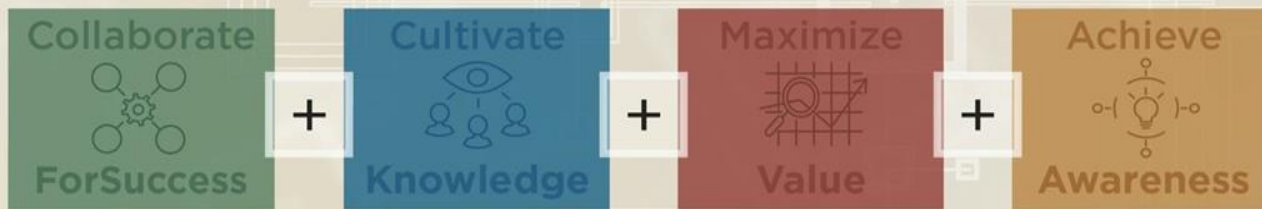
The **same tools and dashboards** used by the federal acquisition workforce to perform market research for professional services and assess category management performance can help suppliers build a stronger business pipeline by understanding agency category management goals, performance and how those agencies perceive the industrial base.



Before using the tools

1. Check GSA Advantage/eLibrary
2. Find your contracting officer
3. Determine if the GSA Advantage file is up to date
4. Is company contact information up to date

DID YOU KNOW: An Advantage file can leave the system if it isn't updated every two years.



The Supplier Success Strategy Checklist

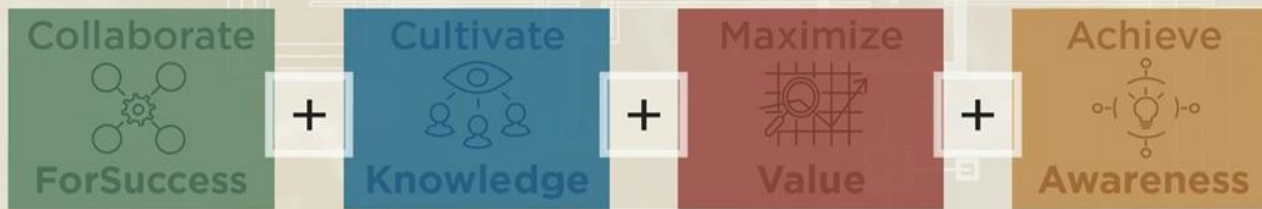
- The tools and dashboards can be placed into 3 groups

| Grouping | Tools/Dashboards | Impact |
|-----------------------------|---|--|
| Supplier visibility | CALC and Discovery | Means to increase supplier visibility |
| Federal trends | Small Business Dashboard and the Schedule Sales Query | Insight into federal market trends and performance |
| Category management overlay | Dashboards: Contract Inventory Exploration Tool, Vendor Managed Spend Report, Awards Exploration Tool | Insight into how category management is incorporated into agency procurement |

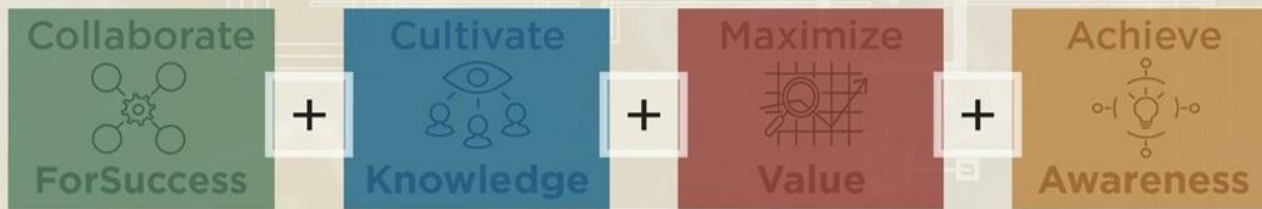


Tool/Dashboard Discussion Format

1. What it does
2. How does the federal acquisition workforce use it
3. How can industry partners use it
4. Where does the data live
5. What to do if you're not there



Supplier Visibility Tools



CALC: The Contract-Awarded Labor Category Tool

CALC.gsa.gov

The [Contract-Awarded Labor Category \(CALC\)](https://calc.gsa.gov) tool, built by the Professional Services Category and 18F, allows contracting officers and specialists to conduct research and price analysis for professional labor categories across a database of contract awarded prices for 74,000+ labor categories from 13 contract vehicles.

The rates are represented are ceiling prices, fully burdened and worldwide rates.



Search CALC

How the **Federal Acquisition Workforce (FAW)** and **Industry** use the CALC tool

Search labor categories in 13 contract vehicles ▾

Type a labor category



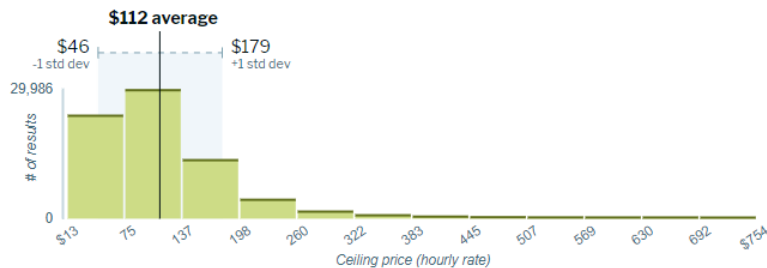
Reset

Search by vendor name, contract number and 13 contract vehicles. Find similar labor categories and compare pricing.

☐ Exact match

Hourly rate data

Showing 200 of **74,124** results



Std deviation -1
\$46

Average price
\$112

Std deviation +1
\$179

Proposed price

\$

Go

Optional filters

Education level:

Select

Experience:

0

45

years

Worksite:

(all)

Business size:

(all)

Contract year: [What's this?](#)

Current

+1

+2

The FAW uses the number of results to see the range of price points

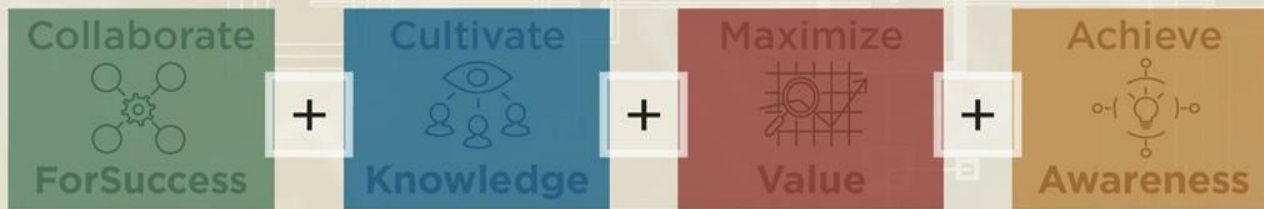
Narrow the search using filters

Basic statistical analysis

Use exported data to create an independent government cost estimate or assess competition for pricing

Download graph

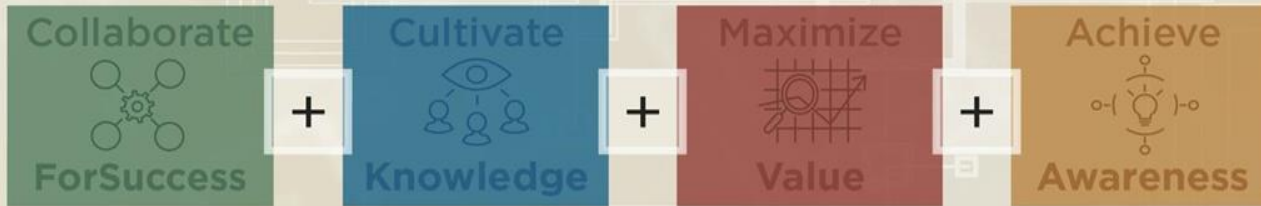
Export data (CSV)



Discovery: Market Research Tool

[Discovery.gsa.gov](https://discovery.gsa.gov)

Discovery is the qualitative counterpart to the numbers driven CALC tool. It uses reports from the Federal Procurement Data System (FPDS), System for Award Management (SAM) and company/contract specific information to help market researchers see contract vehicle options and issue more well targeted requests for information.



 An official website of the United States government [Here's how you know](#) ✓





DISCOVERY
Market Research Tool

[Home](#) [Advanced Search](#) [About](#) [Contracts](#)

Advanced Search leads to a page of filters

Search by NAICS, PSC, or Keywords to compare contracts

NAICS  Enter your code or keywords...  [Search](#)

Search keywords linked to SIN/Pool descriptions

Discovery is a market research tool that helps you explore GSA services contracts, vendors, and vendor contract history to determine whether a GSA contract can meet your needs.

— Contract Vehicles on Discovery —

OASIS

One Acquisition Solution for Integrated Service

BMO

Building Maintenance and Operations

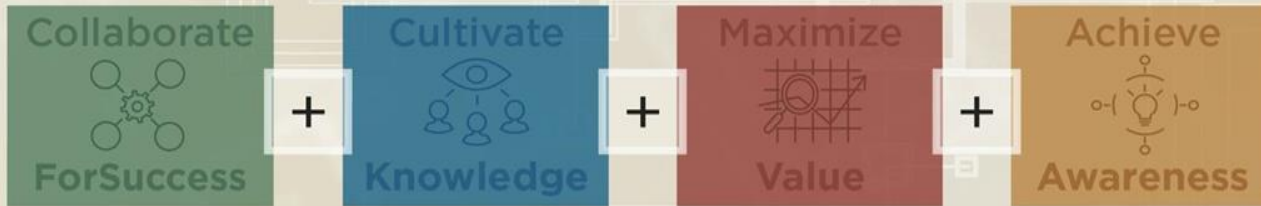
HCaTS

Human Capital and Training Solutions

PSS

Professional Services Schedule

Discovery has contract information for GSA Tier 2 and Best-in-Class Vehicles



Filters

Submit

Reset

▼ Keywords

Select Keywords ▼

Add

> NAICs

> PSCs

> Contract Vehicles

> Service Categories

> Small Business Designation

> Zone

> Vendor Contract Value History

> Place of Performance

> Agency Performance History

Submit

Reset

FPDS data on specific contract vehicles or in general

FAW uses filters to determine contract vehicles based upon starting information

Supplier provided downloadable capability statement

Atlantic Commtech Corporation

Contract History

Vendor Details

SAM REGISTRATION EXPIRES ON:

Nov 14, 2019

CAGE CODE:

1J0V2

ADDRESS:

2509 Walmer Ave
Norfolk
VA 23513

DUNS:

048870724

VENDOR WEBSITE:

<http://www.act-corp.com>

Hide contract details

Hide Small Business Designation

[Download vendor data\(CSV\)](#)

Contract Membership

SB

SDB

8(A)

HubZ

WO

VO

SDVO

VA
VIP

OASIS Small Business

CONTRACT NUMBERS:

- GS00Q140ADS307

CONTACT INFO:

Tina Ridgeway

757-858-5303 x 204

tridgeway@act-corp.com

Jim Biskaduros

703-867-1364

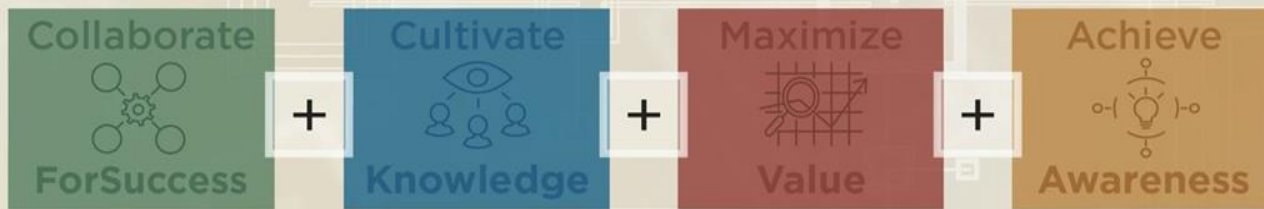
OASIS@act-corp.com

CAPABILITY STATEMENT:

[Download](#)

SERVICE CATEGORIES:

- Military, Marine, and Energy Engineering



Federal Trend Dashboards



Schedule Sales Query Tool

D2D.gsa.gov

FAS Schedule Sales Query Plus SSQ
Search “SSQ”

This tool offers searchable and filterable information all the way from FY 1991 to present, including sales dollars for TDR contracts. In this version, the user has the ability to build his/her own report to view MAS sales by fiscal year and quarter based on various level of details: Product or Service, Governmentwide Category, Governmentwide Subcategory, Schedule Number, SIN, NAICs, Business Size, Contract Number etc.



SSQ+ (*Schedule Sales Query Plus*)

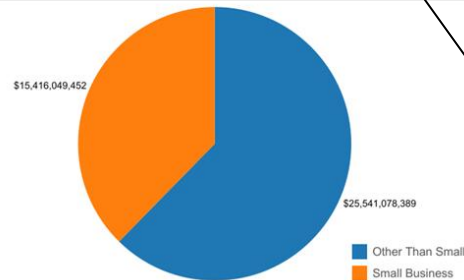


Please select criteria from the left Filter Bar to limit the results of the report then **click one of the options above to see detailed results.**

Data Summary

| Data Summary (based on selected timeframe) | | FY 2018 | | | | FY 2019 | Grand Total |
|---|-------------|------------|------------|------------|------------|------------|-------------|
| | | Q1 | Q2 | Q3 | Q4 | Q1 | |
| Currently Active Reporting Contracts | 13,735 | 12,635 | 12,724 | 12,641 | 12,400 | 11,656 | 13,894 |
| Number of Contractors Reporting | 13,894 | 14,623 | 14,773 | 14,669 | 14,388 | 13,441 | 16,362 |
| Number of Contracts Reporting | 16,362 | \$8,674.8M | \$8,699.2M | \$7,746.7M | \$7,790.2M | \$8,046.2M | \$40,957.1M |
| Goods and/or Services Sold | \$40,957.1M | | \$24.4M | (\$952.5M) | \$43.4M | \$256.1M | |
| | | | 0.3% | -10.9% | 0.6% | 3.3% | |

Small Business Spend



Select a Socioeconomic Category (Pie Chart)

Small Business

Sales Snapshot as of FY19 Q1 - Dec 31, 2018
SSQ v3.0.2

Data is refreshed approximately 1.5 months after the close of each quarter

Questions and or Support about this data?
Please contact: aod-support@gsa.gov

- Have ideas or concerns? Please fill out this short survey!

Video Tutorial



*Schedule 65 & 621 are not included as they are VA Schedules

**Only displays sales that were reported to GSA via selected method are displayed

***Based on current TDR Contract conversion status. All sales (both pre & post TDR) are displayed

Questions about this data?
Please contact: aod-support@gsa.gov

Timeframe
(select by clicking on the dates)
October 2017 to December 2018

Cross Schedule Identifiers

| | |
|----------------------|-----------------|
| Schedule or Program* | SIN |
| All | All |
| PSC Category | PSC Subcategory |
| All | All |
| PSC Code | NAICS |
| All | All |

Identify sales trends by Schedule, SIN, NAICS or PSC

GSA Office Identifiers

| | |
|---------------|-------------------|
| Report Office | GSA Office Symbol |
| All | All |
| Portfolio | Region |
| All | All |

Contract Identifiers

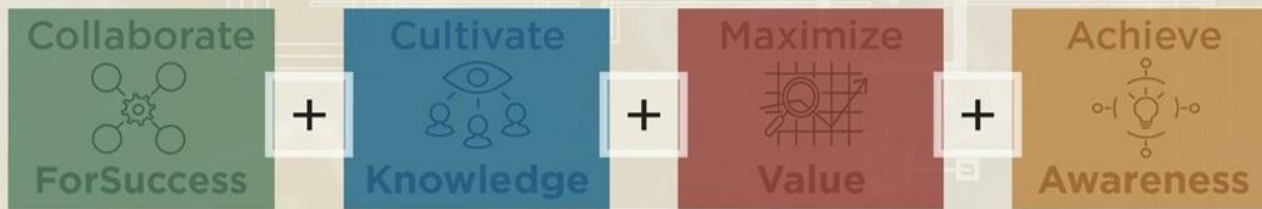
| | |
|------------------------|-----------------|
| Contractor - DUNS | Contract Number |
| All | All |
| Service or Product | Offer Type |
| All | All |
| State | Business Size |
| All | All |
| Socioeconomic Category | |
| All | |

Focus on socioeconomic characteristics of a Schedule/SIN or hone in on a specific supplier

Data Identifiers

| | |
|--------------------------|------------------------|
| Data Source** | TDR Contract Status*** |
| All | All |
| Select by Sales or Input | |
| Sales Amount - Default | |

Look at figures from specific SINs like how many are meeting sales thresholds and what the average sales performance is per supplier.



Small Business Dashboard

D2D.gsa.gov

Government-Wide Category
Management Oversight & Performance
Management Tools

This public dashboard allows users to determine whether an agency is meeting specific socioeconomic goals and whether those match the designation held by a supplier.



Small Business Dashboard

Fiscal Year
2019

Entity Type
☒ Funding

Department All

Agency All

Office All

Category Professional Services

BIC-Addressable All
BIC Contract Used All

Overall Figures and Vendor-Attribute Breakout

| Overall Dollars Obligated | Total Actions | SB-Eligible Obligated | Small Business Actions | Small Business Obligated | Small Business Percentage | SB Unique Vendor Count |
|---|---------------|-----------------------|------------------------|--------------------------|---------------------------|------------------------|
| \$15,522.0M | 48,519 | \$14,952.0M | 25,721 | \$4,471.9M | 29.9% | 7,780 |
| Women-Owned Small Business | | | 7,278 | \$1,095.3M | 7.3% | 2,389 |
| Veteran-Owned Small Business | | | 5,524 | \$1,070.0M | 7.2% | 1,378 |
| Svc-Disabled Veteran-Owned Small Business | | | 3,972 | \$783.1M | 5.2% | 845 |
| Small Disadvantaged Business | | | 10,884 | \$1,867.3M | 12.5% | 2,709 |
| HUBZone | | | 1,302 | \$365.4M | 2.4% | 275 |

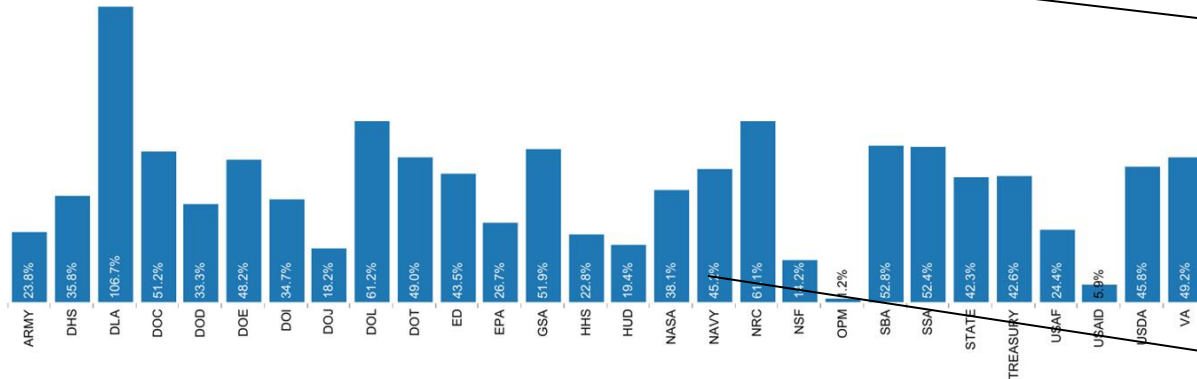
Notes:

Due to multiple flags present on some transactions, the above Small Business Type figures will not sum to the Overall total

- BIC Contract 'All' selection includes non-BIC transactions; To see an All BICs view: choose all and then deselect 'No BIC Contract'

Small Business Utilization Breakout

Display By:
☒ Department
☐ Category
☐ BIC Contract

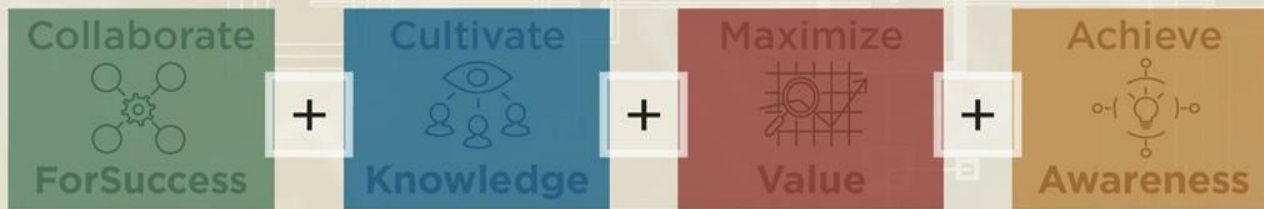


Note: Displayed graph for **Category** for **FY18** includes Gov-wide FY percentage targets, and bars are color-coded to whether those targets are met or not met as of YTD. Other selections do not include targets.

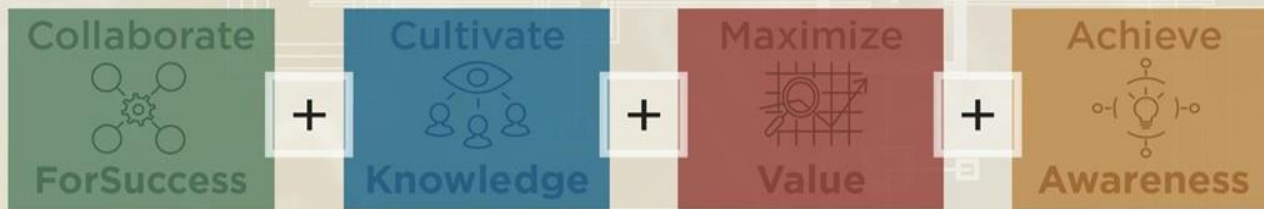
Toggle the filters to hone in on current or prospective customer agencies

Filter information specifically by category management architecture and whether or not the spend was BIC addressable

Agencies can see how their socioeconomic spend compares to other agencies down to the office level



Category management overlay to the Federal Procurement Data System (FPDS)



Contract Inventory Exploration Tool

D2D.gsa.gov

Government-Wide Category
Management Contract Management
Tools

The Contract Inventory Exploration Tool answers the question, “What are the most popular NAICS, procurement size and count on a contract vehicle. What is the typical procurement size for Agency X in professional services? What contracts do they use?”



Contract Inventory Exploration Tool - All filter and chart selections will narrow down the data at the bottom of the page

Civ/DOD
All

Department
All

This tool is intended to be a reference tool for looking up information within the Contract Inventory.

Funding or Contracting Entity
☒ Funding
☐ Contracting

Agency
All

Note: The dropdown fields below include the functionality to type in data to assist in finding matching values to filter on.

Level 1 Category
Professional Services

Level 2 Category
All

Updated 3/2/2019 5:35:35 PM; Data thru 'Date Signed' of 2/28/2019

Business-Rule Tier
All

PSC
All

NAICS Code
All

Contract Name
All

Reference Piid
All

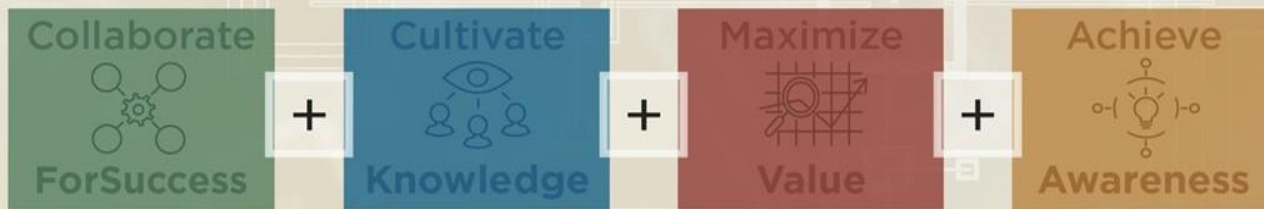
Filter by agency down to office, category management structure and also specific contract and PIID

Search Procurement Instrument Identifiers (PIID) for contracts that are in your NAICS code or otherwise match your company's focus.

The information is downloadable as a CSV

What are typically sized purchases on your current/targeted contract vehicle

| Tier | Contract Name | MasterCtrct | MstIDVType | master_tier | MstPIID | DerivativeCtrct | DrviDVType | derivative... | DrvPIID | PSC | Naics Code | |
|--------------------|----------------------|---------------------|------------|--------------|---------------|-----------------|------------|---------------|--------------|------|------------|---------------|
| Grand Total | | | | | | | | | | | | \$227,502.37M |
| TIER 0 - DEFI.. | Null | Null | Null | Null | Null | Null | Null | Null | Null | R425 | 541330 | \$6,296.78M |
| TIER 0 - IDV | AIR FORCE - AIR.. | AIR FORCE - AIR.. | IDC | TIER 0 - IDV | FA852612D0001 | Null | Null | Null | Null | R499 | 336411 | \$4,340.74M |
| TIER 1 | HEALTH | HEALTH | IDC | TIER 1 | AID0AA1500004 | Null | Null | Null | Null | R425 | 541611 | \$2,994.43M |
| TIER 0 - DEFI.. | CONTRACT CEN.. | Null | Null | Null | Null | Null | Null | Null | Null | R499 | 561422 | \$1,981.71M |
| TIER 0 - DEFI.. | Null | Null | Null | Null | Null | Null | Null | Null | Null | R499 | 541611 | \$1,793.10M |
| TIER 0 - DEFI.. | Null | Null | Null | Null | Null | Null | Null | Null | Null | R425 | 541712 | \$1,512.98M |
| TIER 0 - DEFI.. | Null | Null | Null | Null | Null | Null | Null | Null | Null | R499 | 541990 | \$1,475.11M |
| TIER 0 - DEFI.. | Null | Null | Null | Null | Null | Null | Null | Null | Null | R408 | 541611 | \$1,159.57M |
| TIER 1 | Foreign Assistanc.. | Null | Null | Null | Null | Null | Null | Null | Null | R499 | 541990 | \$1,044.67M |
| TIER 1 | Foreign Assistanc.. | Null | Null | Null | Null | Null | Null | Null | Null | R408 | 541990 | \$1,019.31M |
| BIC | OASIS | Null | FSS | TIER 2 | GS04F0263Z | OASIS | IDC | BIC | GS00Q14OAD.. | R499 | 541330 | \$1,005.29M |
| TIER 2 | PROFESSIONAL .. | PROFESSIONAL .. | FSS | TIER 2 | GS00F002CA | Null | BPA | TIER 0 - IDV | W31P4Q15A0.. | R425 | 541611 | \$938.22M |
| TIER 0 - DEFI.. | Null | Null | Null | Null | Null | Null | Null | Null | Null | R425 | 336411 | \$909.97M |
| TIER 0 - IDV | B-2 AIRCRAFT W.. | B-2 AIRCRAFT W.. | IDC | TIER 0 - IDV | FA861614D6060 | Null | Null | Null | Null | R425 | 336411 | \$848.35M |
| TIER 0 - DEFI.. | Null | Null | Null | Null | Null | Null | Null | Null | Null | R423 | 541990 | \$843.88M |
| BIC | OASIS | Null | FSS | TIER 2 | GS04F0313Z | OASIS | IDC | BIC | GS00Q14OAD.. | R425 | 541330 | \$758.55M |
| TIER 2 | PROFESSIONAL .. | PROFESSIONAL .. | FSS | TIER 2 | GS23F0321N | Null | IDC | TIER 0 - IDV | W31P4Q09A0.. | R425 | 541712 | \$757.69M |
| TIER 1 | Strategic Petroleu.. | Null | Null | Null | Null | Null | Null | Null | Null | R799 | 561210 | \$756.79M |
| TIER 0 - IDV | Null | Null | IDC | TIER 0 - IDV | W9124D11D0036 | Null | Null | Null | Null | R701 | 541810 | \$728.12M |
| TIER 0 - DEFI.. | Null | Null | Null | Null | Null | Null | Null | Null | Null | G007 | 524114 | \$725.17M |
| TIER 1 | Background Invest.. | Background Inves.. | IDC | TIER 1 | OPM1516D0003 | Null | Null | Null | Null | R422 | 561611 | \$720.00M |
| TIER 1 | Rapid Response - .. | Rapid Response - .. | IDC | TIER 1 | W15P7T10DD420 | Null | Null | Null | Null | R425 | 541330 | \$689.70M |
| TIER 0 - DEFI.. | Null | Null | Null | Null | Null | Null | Null | Null | Null | G004 | 561210 | \$681.08M |



Vendor Managed Spend Report

D2D.gsa.gov

Government-Wide Category Management Category Initiative Tools

Suppliers can filter and identify opportunity by category and subcategory of spend as well as agency to identify areas with dollars that can be moved to managed spend



Vendors by Managed Spend

Updated 3/3/2019 9:54:09 AM; Data Thru 2/28/2019

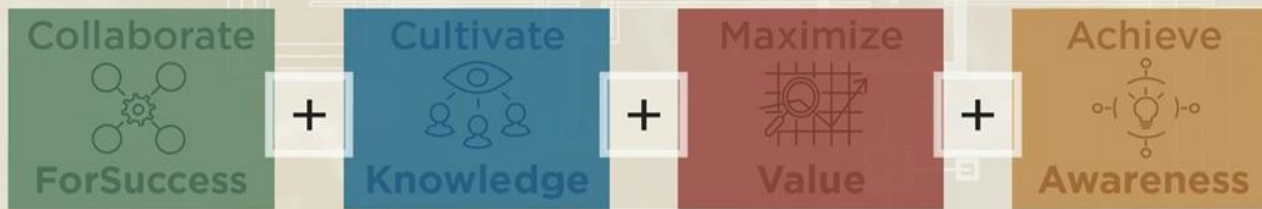
Note: Click on a vendor name in the top view to filter "Vendor DUNS Breakdown and Contract Makeup"

| Fiscal Year | FY 2019 | Catg. Group | GWCM | Lv1 Catg. | All | Lv2 Subca. | All | | |
|---|--------------------|-----------------|-----------------------|----------------------|------------|----------------|--------------|-----------|--|
| Vendor Name | Funding Department | Funding Agency | Funding Office | Small Business/Other | | | | | |
| All | All | All | All | All | | | | | |
| Vendor Name | Managed Spend | Unmanaged Spend | All Dollars Obligated | BIC-Addressa.. | BIC Actual | Tier2-Addres.. | Tier2 Actual | Managed % | |
| SANDIA CORPORATION | \$2,596.4M | | \$2,596.4M | | | \$2,596.4M | | 100.00% | |
| CONSOLIDATED NUCLEAR SECURITY LLC | \$2,269.4M | | \$2,269.4M | | | \$2,269.4M | | 100.00% | |
| HUMANA MILITARY HEALTHCARE SERVICES, INC. | \$1,589.0M | | \$1,589.0M | | | | | 100.00% | |
| LOS ALAMOS NATIONAL SECURITY, LLC | \$1,219.5M | | \$1,219.5M | | | | | 100.00% | |
| UT-BATTELLE, LLC | \$1,185.7M | | \$1,185.7M | | | | | 100.00% | |
| SAVANNAH RIVER NUCLEAR SOLUTIONS LLC | \$1,117.8M | | \$1,117.8M | | | | | 100.00% | |
| HEALTH NET FEDERAL SERVICES, LLC | \$907.0M | | \$907.0M | | | \$47.7M | \$47.7M | 100.00% | |
| BATTELLE ENERGY ALLIANCE, LLC | \$906.1M | | \$906.1M | | | | | 100.00% | |
| HONEYWELL INTERNATIONAL INC. | \$812.9M | \$17.0M | \$829.8M | \$8.6M | | \$823.0M | \$0.6M | 97.96% | |
| MCKESSON CORPORATION | \$725.5M | \$22.4M | \$747.8M | \$323.7M | | \$747.8M | \$725.5M | 97.01% | |
| TRIWEST HEALTHCARE ALLIANCE CORP. | \$714.4M | | \$714.4M | | | \$714.4M | \$714.4M | 100.00% | |
| REGENTS OF THE UNIVERSITY OF CALIFORNIA, THE | \$633.8M | \$0.4M | \$634.2M | | | \$0.4M | | 99.94% | |
| UCHICAGO ARGONNE, LLC | \$577.6M | | \$577.6M | | | | | 100.00% | |
| SCIENCE APPLICATIONS INTERNATIONAL CORPORATIO.. | \$565.1M | \$211.4M | \$776.4M | \$625.0M | \$404.9M | \$709.0M | \$64.2M | 72.78% | |
| BATTELLE MEMORIAL INSTITUTE | \$542.6M | \$7.1M | \$549.6M | \$13.0M | \$7.8M | \$17.7M | \$0.3M | 98.72% | |
| BOOZ ALLEN HAMILTON INC. | \$485.6M | \$113.2M | \$598.8M | \$490.8M | \$282.0M | \$589.1M | \$163.2M | 81.10% | |
| FERMI RESEARCH ALLIANCE, LLC | \$447.2M | | \$447.2M | | | | | 100.00% | |
| MISSION SUPPORT AND TEST SERVICES LLC | \$442.3M | | \$442.3M | | | \$442.3M | | 100.00% | |
| BROOKHAVEN SCIENCE ASSOCIATES, LLC | \$438.5M | \$0.0M | \$438.5M | | | | | 100.00% | |

Filter by category management terminology, agency down to office, socioeconomic designation and specific supplier name.

Look at your company or incumbents on targeted contracts and determine whether the spend is managed, unmanaged, BIC or Tier 2 (Schedules) addressable

Results can be downloaded as a CSV



Awards Exploration Tool

This tool may not
be made public

D2D.gsa.gov

Government-Wide Category Management Oversight & Performance Management Tools

The dashboard allows users to identify expiring contracts one year in the future and filter by agency, category, contract type, NAICS, PSC and socioeconomic designation.

A second tab allows users to look at filtered results.



Awards Exploration Tool - *All filter and chart selections this page will narrow down the datasheet on the next page*

DOD/Civilian Funding
All

Department (Select to populate data)
None

Category
Expiring within 1 year of today

Display Metric
Count of Contracts

Funding or Contracting Entity
☒ Funding
☐ Contracting

Agency
All

Office
All

Filter by agency down to contracting office.

Category
All

Subcategory
All

Tier
All

Fiscal Year
2018

Filter by category management terminology

BIC-Addressable Contract
All (Includes non-contract awards)

Tier2-Addressable Contract
All (includes non-contract awards)

**For a given transaction, this is the available contract (where applicable) that the dollars could have been obligated against.*

Award Type
All

Contract Name (from Contract Inventory)
All

Award Expiration Ran..
All

Clicking a pie slice will further filter the data and jump to Datasheet

PSC
All

NAICS
All

Business Size
All

Vendor
All

Last updated 3/2/2019 8:59:58 AM; Data thru 'Date Signed' of 2/28/2019

11,429,597

Value Range
Null

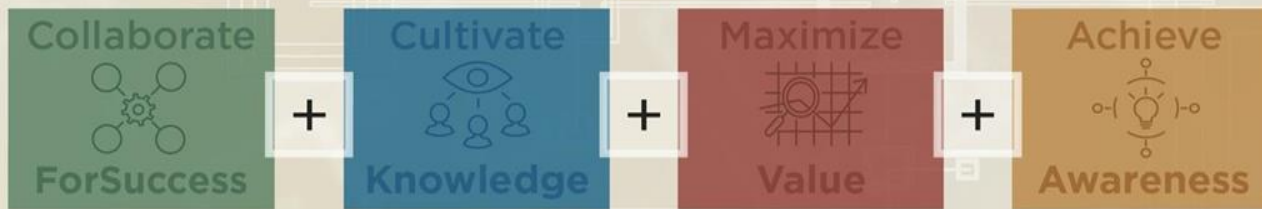
Display Breako..
☒ PSC/NAICS
☐ Vendor

>> Top 30 by Count of Contracts - Clicking a box will further filter the data and jump to Datasheet

Specify contract vehicle, NAICS, Socioeconomic

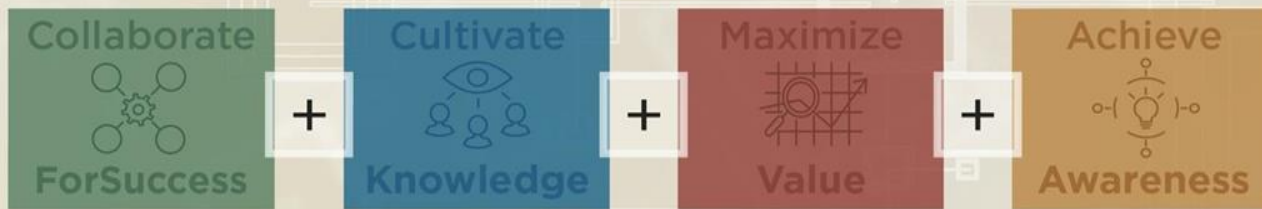
Look for expiring contracts <1 year, 1-2 years, 2+ years

The result set comes in an exportable CSV with information that helps prioritize opportunity



Data Sources and Remedies

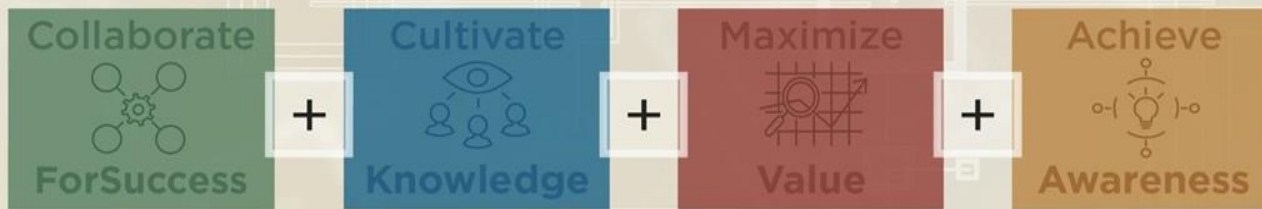
| Source / Remedies | CALC | Discovery | SSQ | D2D CM Dashboards* |
|---|------|-----------|-----|--------------------|
| Direct Uploads: Work with contracting officer for the IDIQ to submit for direct uploads | | X | | |
| SAM: Log-in and edit information at SAM.gov | | X | | |
| FPDS: FPDS is fed by contract writing systems. Contact a CO for specific contract actions | | X | X | X |
| GSA Advantage/eLibrary: For SIN/Pool contracting officer information | X | X | X | |
| Category Management: Category Management PMO, Small business advocates, | | | | X |
| Other (FSS19, 72A, TDR): Edits/requests at FAS Sales Reporting page SRP.FAS.GSA.gov | | | X | |



Revisit the supplier success strategy checklist

- There will not be one definitive supplier profile
- A profile should change based upon who you're talking to
- Compare where you are this fiscal year to where you were in the past
- Look at competitors

The Professional Services Category wants to know how this works for your company, how it was employed and receive relevant feedback.

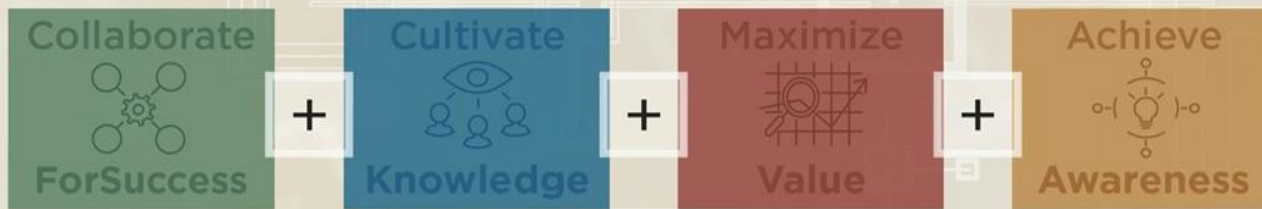


What's Next

Individual deep dives into

- CALC & Discovery
- The Schedule Sales Query
- The Vendor Managed Spend Report, Awards Exploration Tool and Contract Inventory Exploration Tool

Each deep dive is expected to be a separate webinar ranging from 30 to 90 minutes.



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